

# SPONGEBOB



# SQUAREPANTS

# SPONGEBOB



An undersea cartoon starring the world's most rectangular spaz, Sponge Boy! Featuring a cast of aquatic characters submerged in nautical nonsense! Forget the lost city of Atlantis! Grab your snorkels and plunge with us into the tropical suburb beneath the waves where Sponge Boy makes his happy home!

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• 100 •

But on the fourth day, our luck changed. An afternoon ascent into the deep crystalline gulf which plummets from the island's coral base revealed the natural wonder which had so long eluded the eyes of mankind. We had indeed found Sponge Boy.



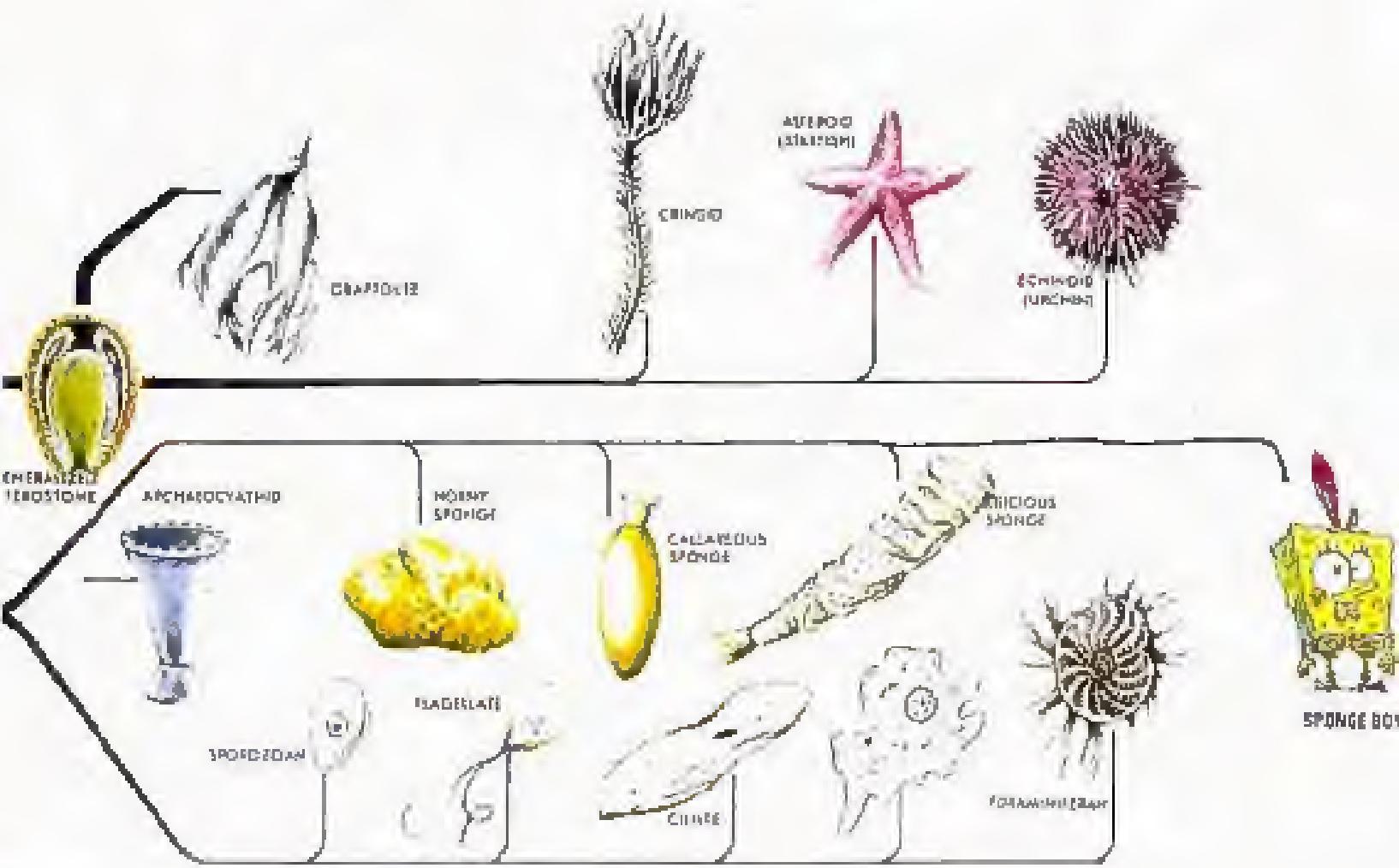
*Steve and Tim discover Sponge Boy 12/1997, courtesy UPU*

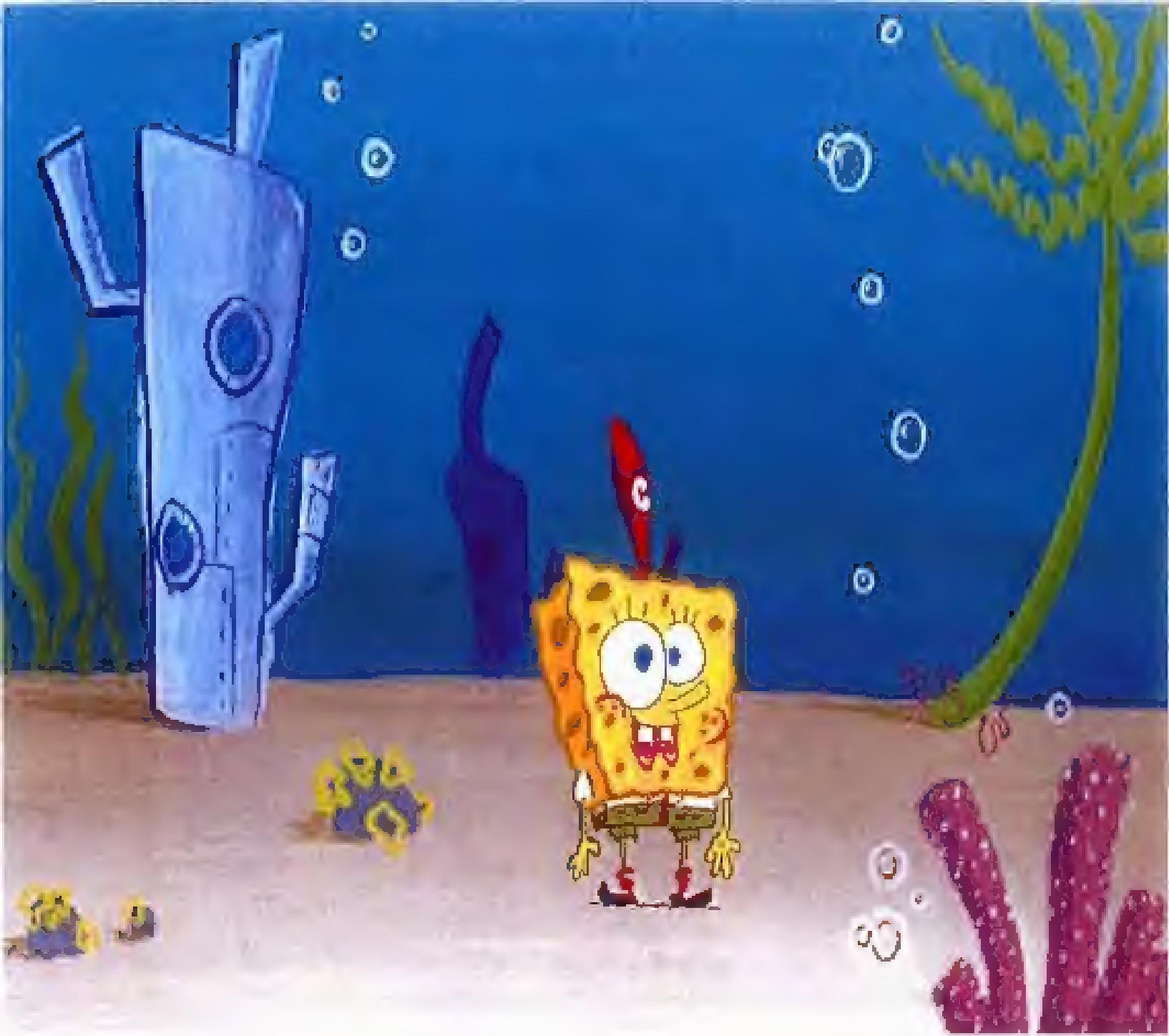
Eureka! The sense of epic discovery, that adrenaline-filled moment, like landing on the moon or uncovering the tomb of Tutankhamen--this is what every scientist dreams of. We were awestruck. And as the veil of mystery surrounding the briny deep's funniest yellow cube lifted before our very eyes, we were afforded a first hand glimpse into the character of Sponge Boy and his world. There before us, glistening in the glow of our dive lamps, sat a submerged treasure unlike any other in the world-- the answers to some of the most daunting questions ever posed by mankind, an end to a worldwide and centuries-long quest for knowledge.

And so it is with no small sense of exhilaration that we now share our findings in the adjoining pages. Though some of our initial discoveries have already been covered widely by the press, it is not until now that we have been given the chance to integrate those discoveries with our other research and scientific opinion. We hope this information will help the reader achieve a broader understanding and a greater appreciation of Sponge Boy and his world. So climb aboard, we're ready to sail!

### THE MAIN CHARACTER

Some of the intriguing questions long contemplated by oceanographers and cartoon development executives alike include the following: Who is Sponge Boy? What does he want? What makes him tick? Is he a moron?

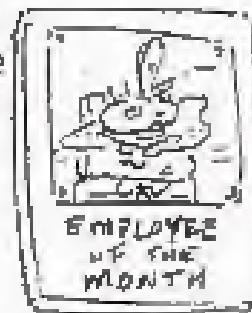




## Who Is Sponge Boy?

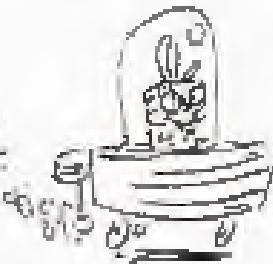


Sponge Boy is our hero! He's a single male sponge who resides in a fully furnished, two bedroom... pineapple. He has an abnormal love for his job at "The Crusty Crab," a fast food restaurant. In fact, he's so proud of his Crusty Crab uniform that he never takes it off—not even when he showers. His big dream is to capture the not-so-coveted "Employee of the month" award, but, because of his overzealous nature and the havoc it creates, this goal constantly eludes him.



But Sponge Boy's life is much richer than just Pineapple to "Crusty Crab" and home again. He has a wide circle of friends and people who he thinks are his friends, but who would never admit to it. He has a variety of interests which keep him occupied—rust, friction, bubble art, odors, and why hamburgers and French fries taste different.

Sponge Boy is incurably optimistic, innocent, earnest, and well-meaning. He is a free spirit, fascinated by the obvious, and creative enough to see almost everything in a new light. His good humor and good intentions often irritate others, but his refreshing attitude makes him a likable underdog. By day he embraces each moment with enthusiasm. By night he often lies awake so as not to miss anything then either.



The star of Sponge Boy is also comic obsessive, especially when it comes to details. If he buys a toothbrush, he might test several of them before making his purchase. If he sharpens a pencil he might get down to the stub before he's satisfied with the point.

Despite all of Sponge Boy's positive character traits, he can't seem to avoid creating problems for himself. Sponge Boy zeal usually means Sponge Boy disaster. While trying too hard, he tends to do things wrong, really wrong. In almost any situation, from jump starting his outboard boat-mobile to just picking flowers for someone in the hospital (who's probably there thanks to him), the potential for disaster looms large.

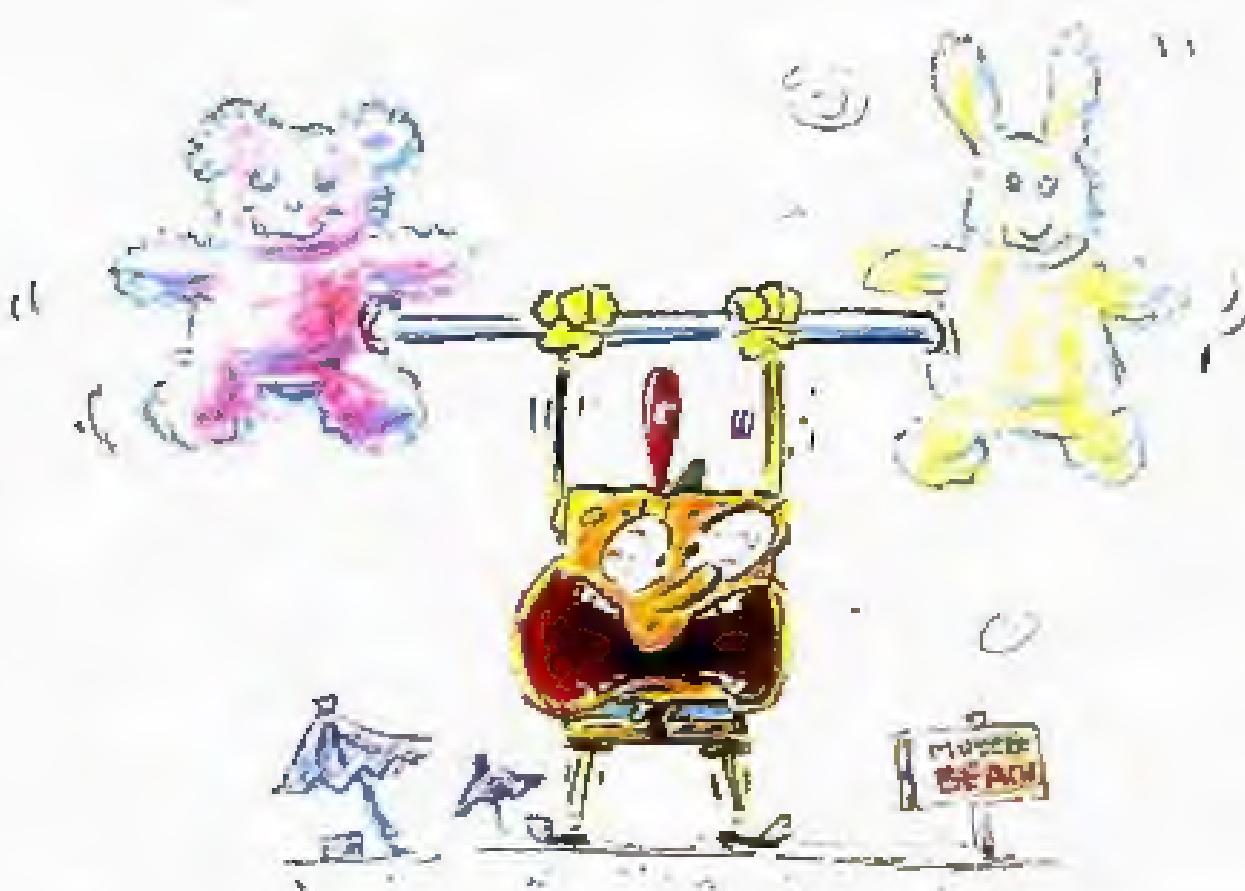


Oh yeah. Sponge Boy plays the Ukulele.



## What Does Sponge Boy Want?

Sponge Boy would like to fit in. His ideal is to be like everyone else. He wants to buy into that dream of "service with a smile," and be that team player, that company man with the positive mental attitude. But he never quite attains this goal, and, more importantly, he will never recognize this fact. Here we discover the tragic side of Sponge Boy. Don't get nervous! He is tragic to some extent. It's extremely important for this character to have pathos, especially if he is to be a comic character. (Chaplin and Keaton understood this idea and exploited it to great effect.) We see Sponge Boy as built from within, observing that this creates sympathies and qualities which resonate. His desire to fit in, combined with his innocence about his inability to do so, create conflict. This conflict informs the character and his actions: **What does he want? He wants to fit in, but like a square peg in a round hole, he can't.**



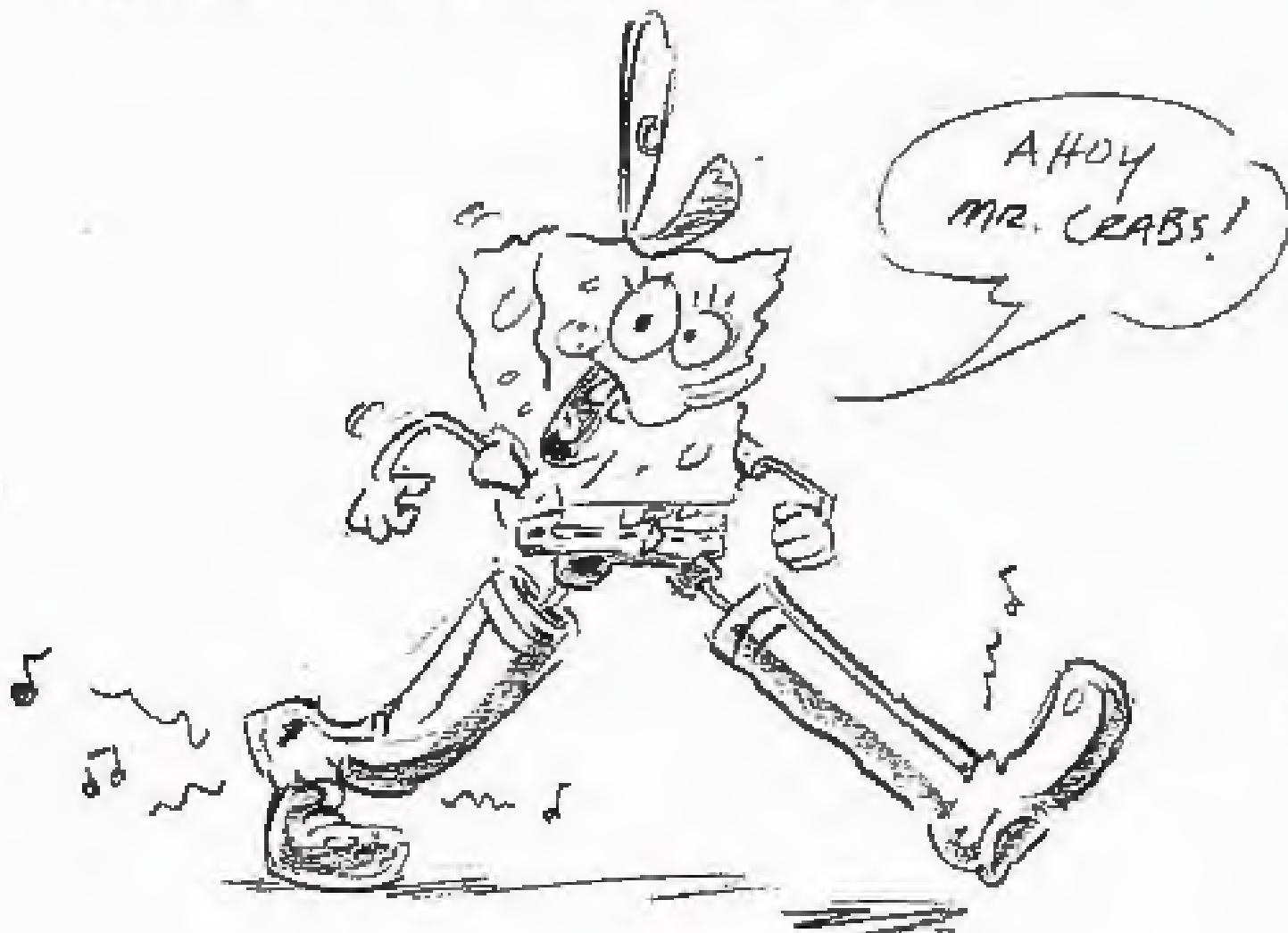
### EXAMPLE

Sponge Boy goes to Muscle Beach, a popular Bikini Bottom recreation spot. He attempts all of the things that everyone else is doing--surfing, sunbathing, weight lifting, sand

castle building—but does them in his own inimitable style. When Sponge Boy can't pull his surf board out of the sand, he invents a better kind of surfing: He repeatedly launches himself at the board which bends backward and slings him far away. Sponge Boy's weight-lifting set is a stick with two stuffed animals stuck on either side instead of weights. His sand castle looks like a treasure chest. When he opens it up there's enough doubloons inside to buy everyone sodas at the Krusty Krab.

#### What is Sponge Boy's Attitude?

Much of what we've observed has shown that Sponge Boy is optimistic. This trait is not to be taken lightly. There is a plethora of wise-cracking, cynical, glib cartoon characters out there hitting each other on the head and pushing each other into wheat shredders. Sponge Boy is not one of them. He is truly an optimist, a guy who can't help but look on the bright side, who's positive energy transforms the way we look at things, helping us find the irony in even the dullest of life's details.



#### SQUEAKY BOOTS

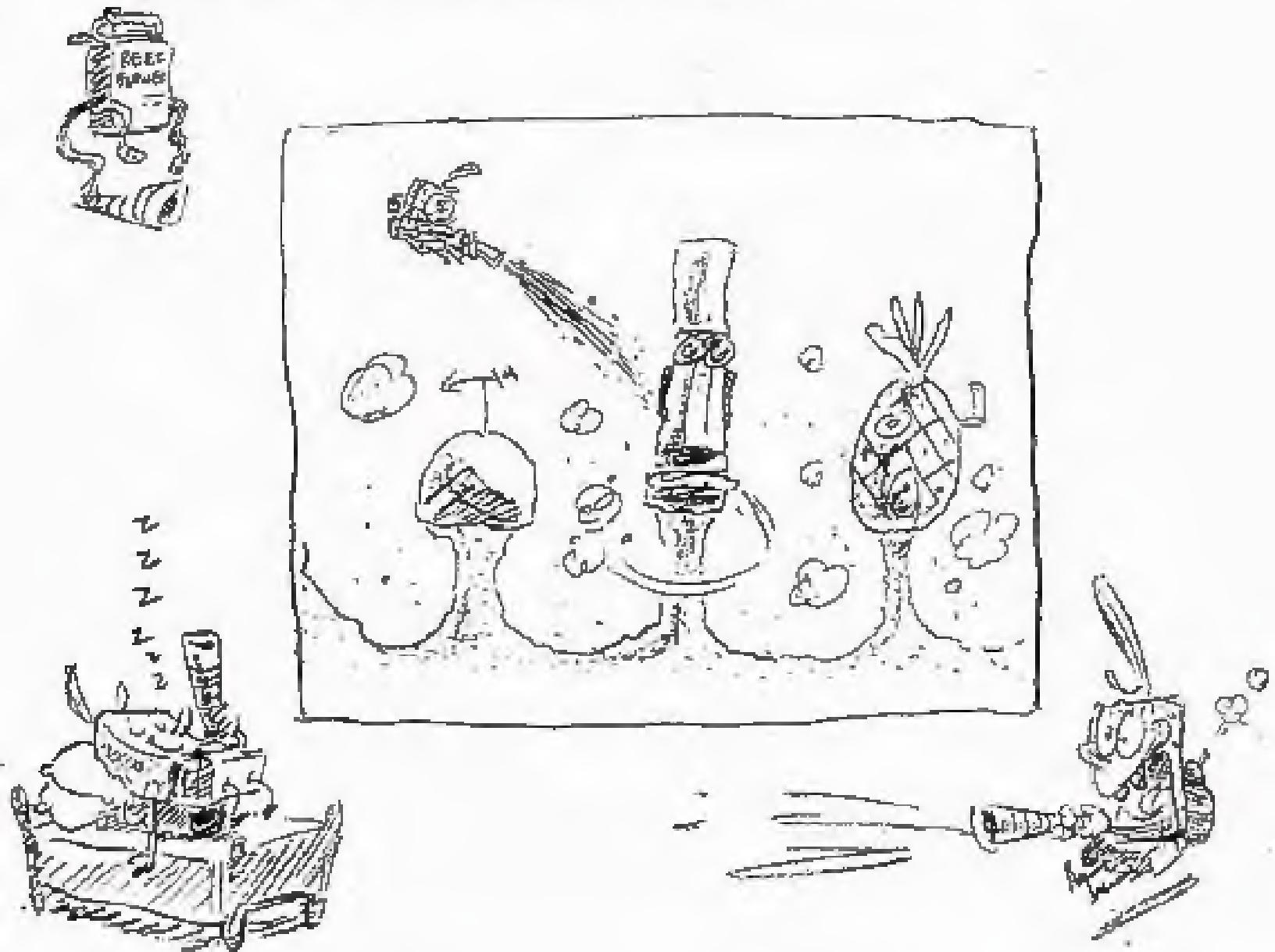
##### EXAMPLE:

Mr. Krabs dupes Sponge Boy into accepting a pair of rubber boots instead of his weekly pay check. Sponge Boy and the boots become inseparable. Crabs can't believe his good

fortune in having such a stooge for an employee. But then Sponge Boy starts to use them creatively: They make a squeaky sound which he can manipulate like a musical instrument when he shuffles his feet. In fact he amazes people with his musical boots. The squeaking sound drives Mr. Crabs crazy (to the point where everything he hears sounds like a series of squeaks), like the telltale heart, and he is forced to buy the boots back from Sponge Boy at an absorbent price.

### How do these traits play out?

An obstacle stands in our path. Most of us take a certain, logical approach to getting around the object. Sponge Boy takes a wayward, unconventional, and ultimately funny approach, though still getting around the obstacle. This is essential Sponge Boy logic. It is internal logic, and underscores his original thinking. This also means that he is not a loser. He always wins, even if it's only a personal win. He will get to where he's going, but the getting there is what makes him likable, interesting and significant. Sponge Boy tries to fit in, fiercely embracing the normal and the mundane, but in doing so he turns upside down the very ideal he was striving for.



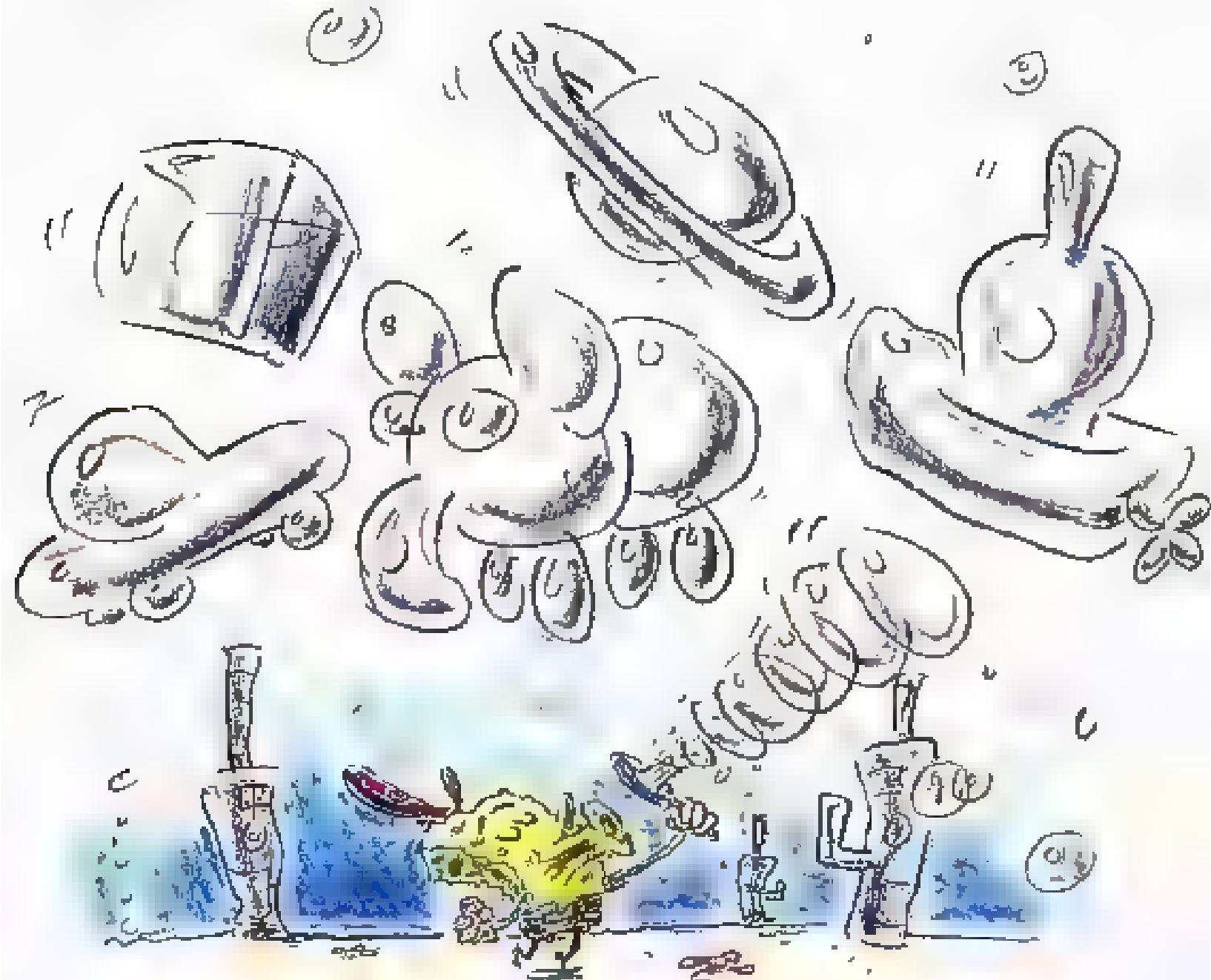
### EXAMPLE

Sponge Boy, a proud pineapple home owner, decides to clean his yard with a leaf blower one Sunday morning. But in his hands the leaf blower becomes a destructive force which

he can't control. Patrick comes out of his rock with his own reef blower, and, thinking that this is how it's done, imitates Sponge Boy being thrashed about. Together, the two reef-blowing neighbors erode the foundation of Squidward's Easter Island head. The house totters and falls over with Squidward in it.

### What makes Sponge Boy different?

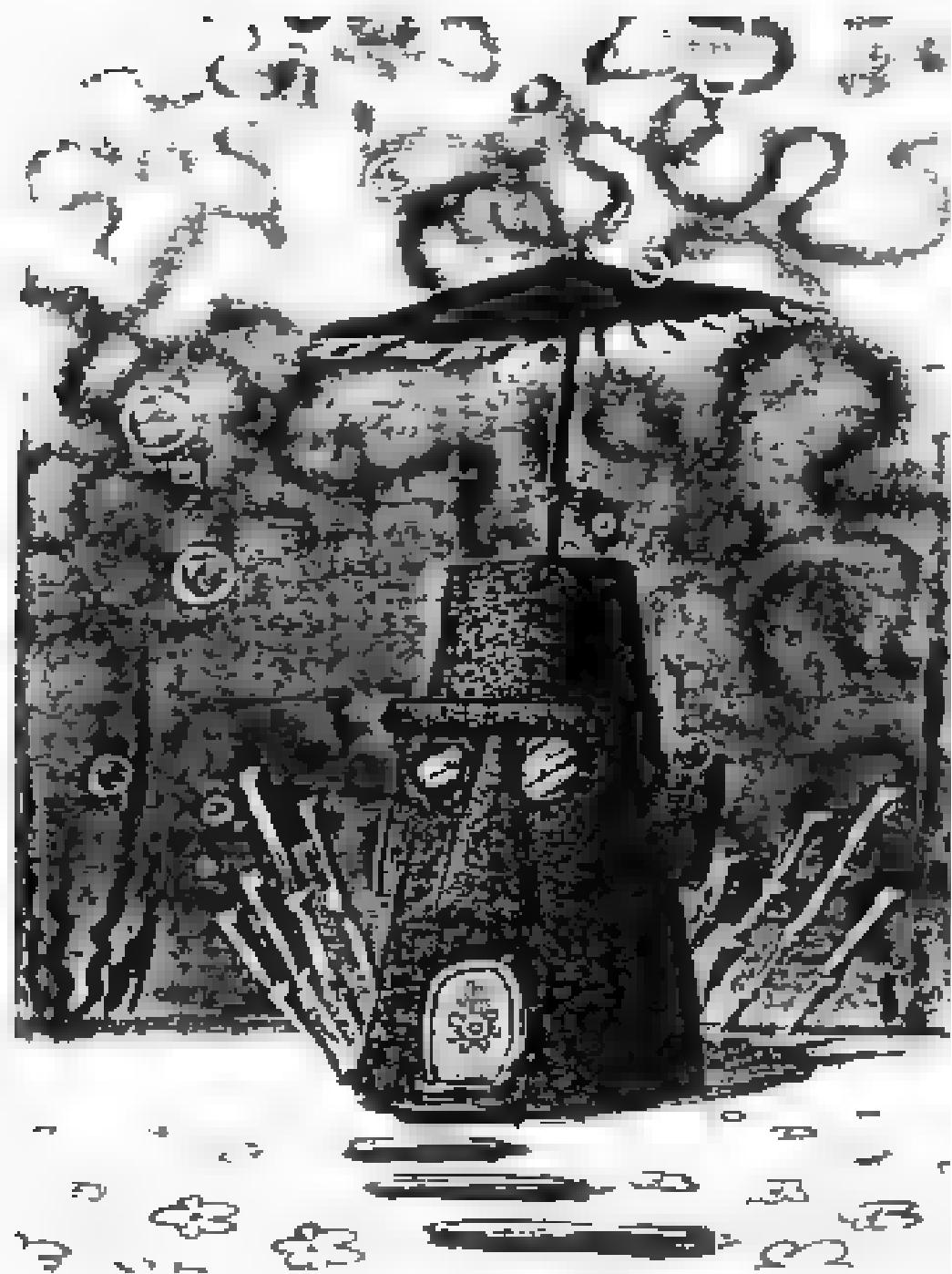
Sponge Boy is an ultra-creative character living among others that do not share this gift, especially the Squidwards and Mr. Crabs of the undersea world. Creative, original thought is rare indeed: it is the stuff of genius. (And what genius was ever fully appreciated in his own time?) The creative thinker always lives in contrast to his fellow sea creatures—he is an underdog. Sometimes he is scorned, or ostracized, or misunderstood. But no matter what the reaction, the spirit of the creative thinker remains undimmed, it is always mutating and reverberating itself. And this is how we see Sponge Boy. Unaware of his talents, he cheerily strives to assimilate in a world where unbridled creative thought is a catalyst for conflict. Luckily, his failure to fit in is mitigated by his optimism and his ability to turn a loss into a win for himself.



Where does Sponge Boy live? Why, in the ocean, of course! In the Pacific Ocean, actually, a few fathoms beneath the tropical isle of Bikini Atoll, in the sub-surface city of Bikini Bottom









HOME OF SPONGE BOY



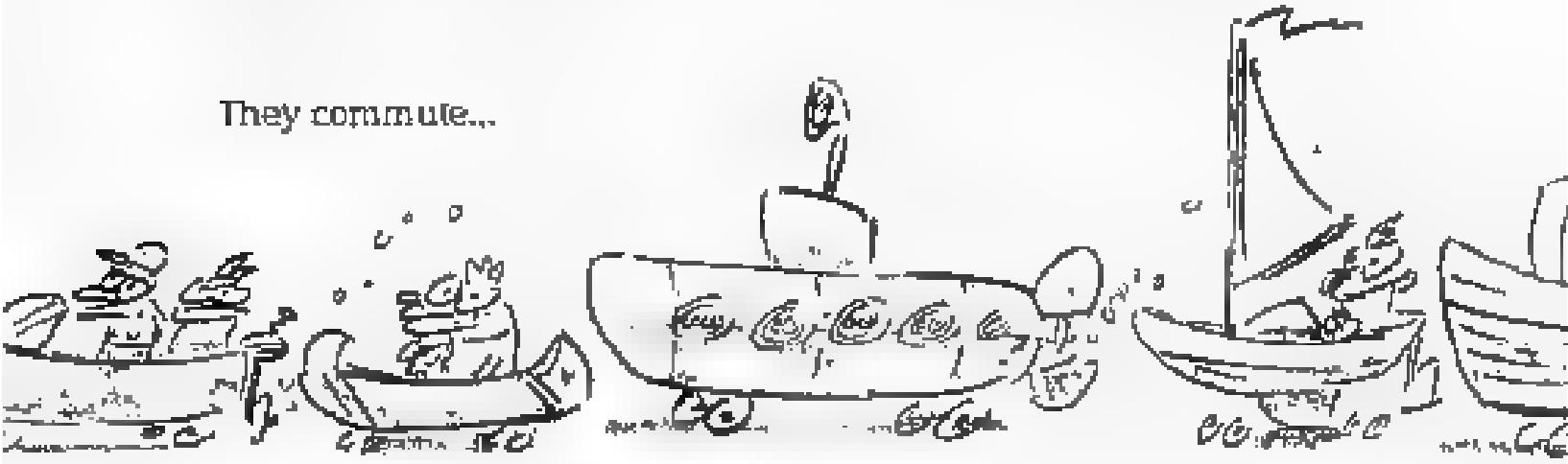
COCONUT SHELL

WILLOW REED

PIGMY BIRD + BIRD

Bikini Bottom is like any other urban center— if you don't count the fact that it's populated by fishy creatures and other denizens of the deep. The Bikini Bottom citizens live more or less like we do:

They commute...



They wait in line at the movies...



Walk their pets...



Go on exotic vacations...



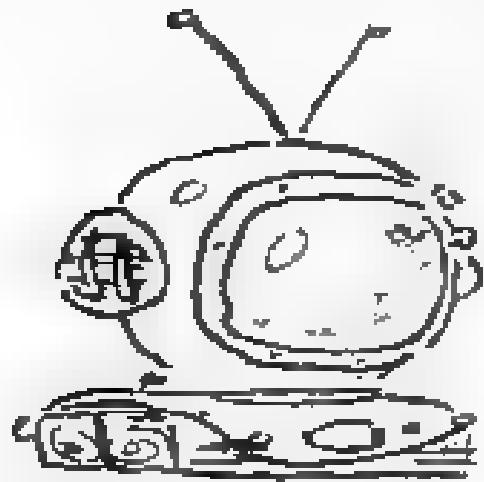
Celebrate holidays...



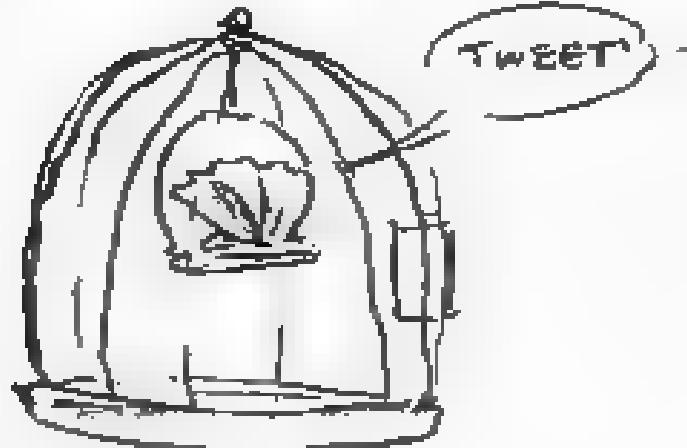


SPONGEBOY'S QUARTERS

# THINGS IN SPONGEBOB'S HOUSE



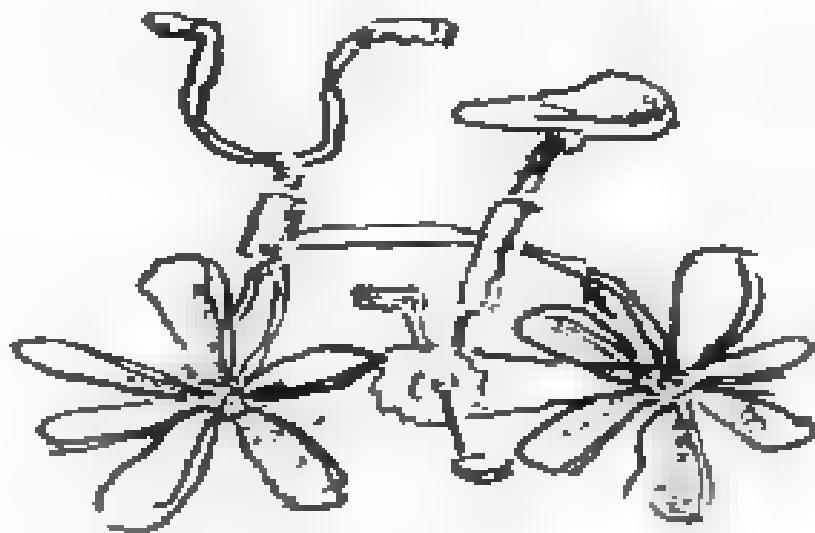
COLOR TV.



SINGING CLAM  
IN A CAGE



'SHELLULAR' PHONE

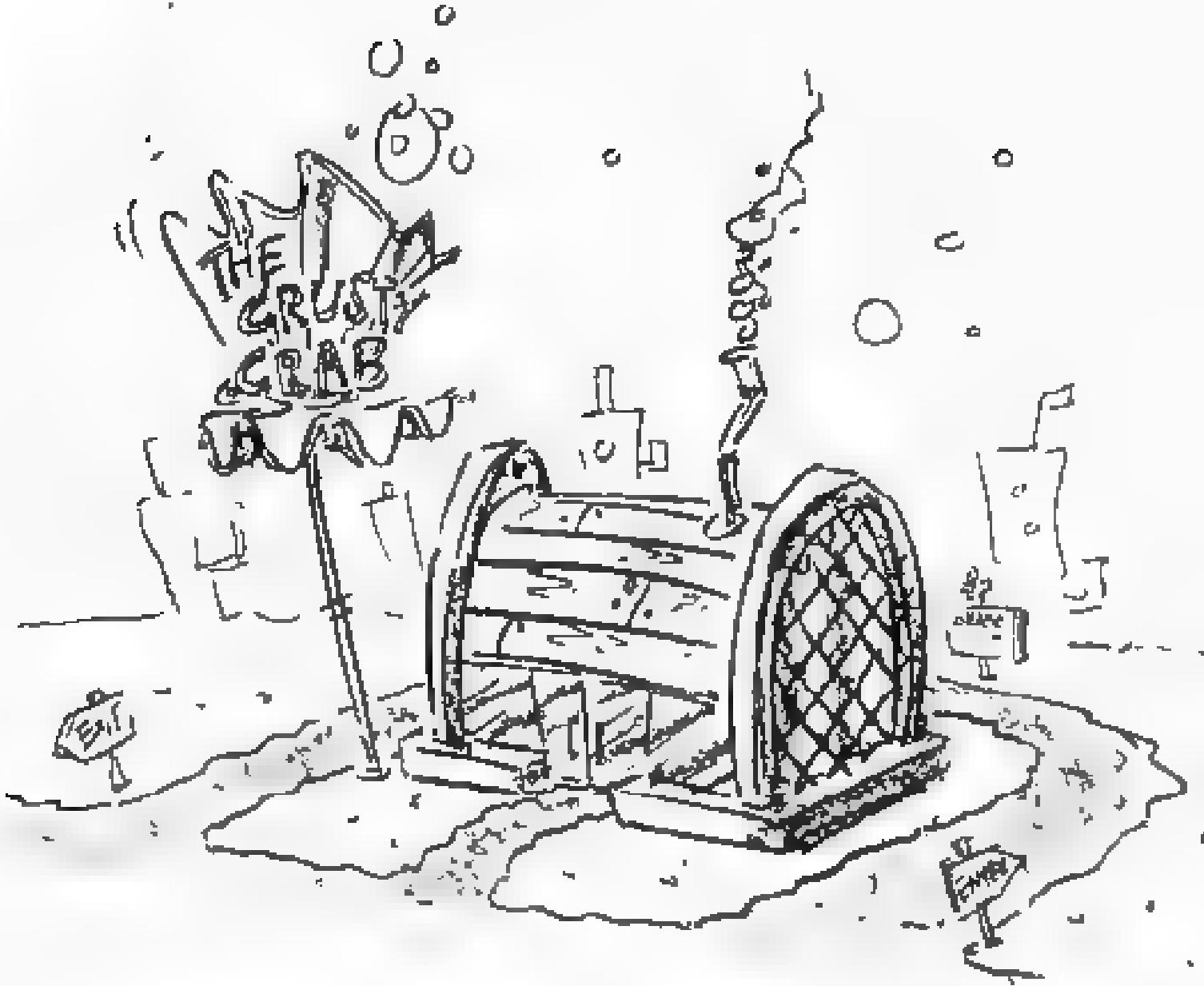


POGO BIKE



MEOW!

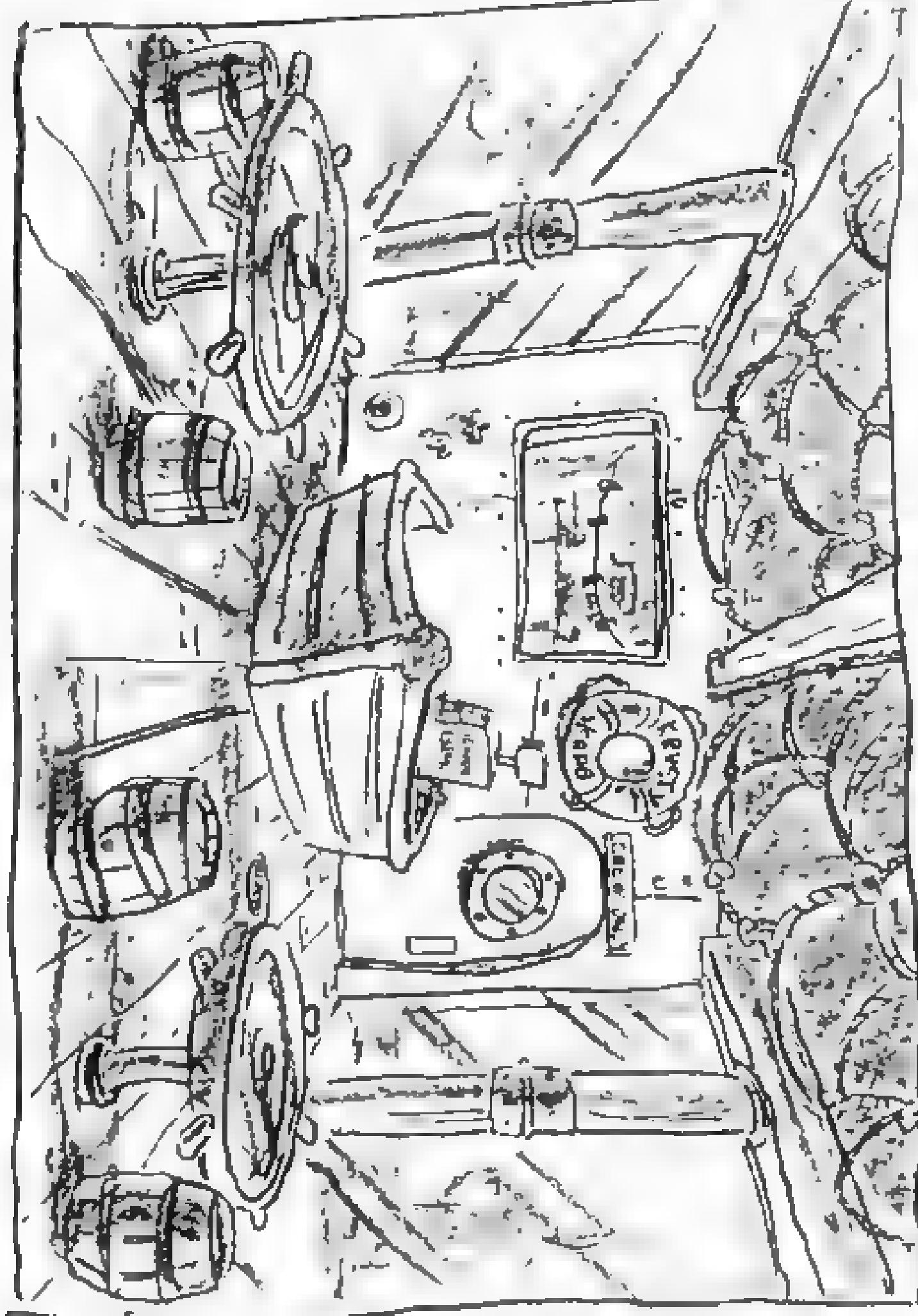
GARY THE  
PET SNAIL

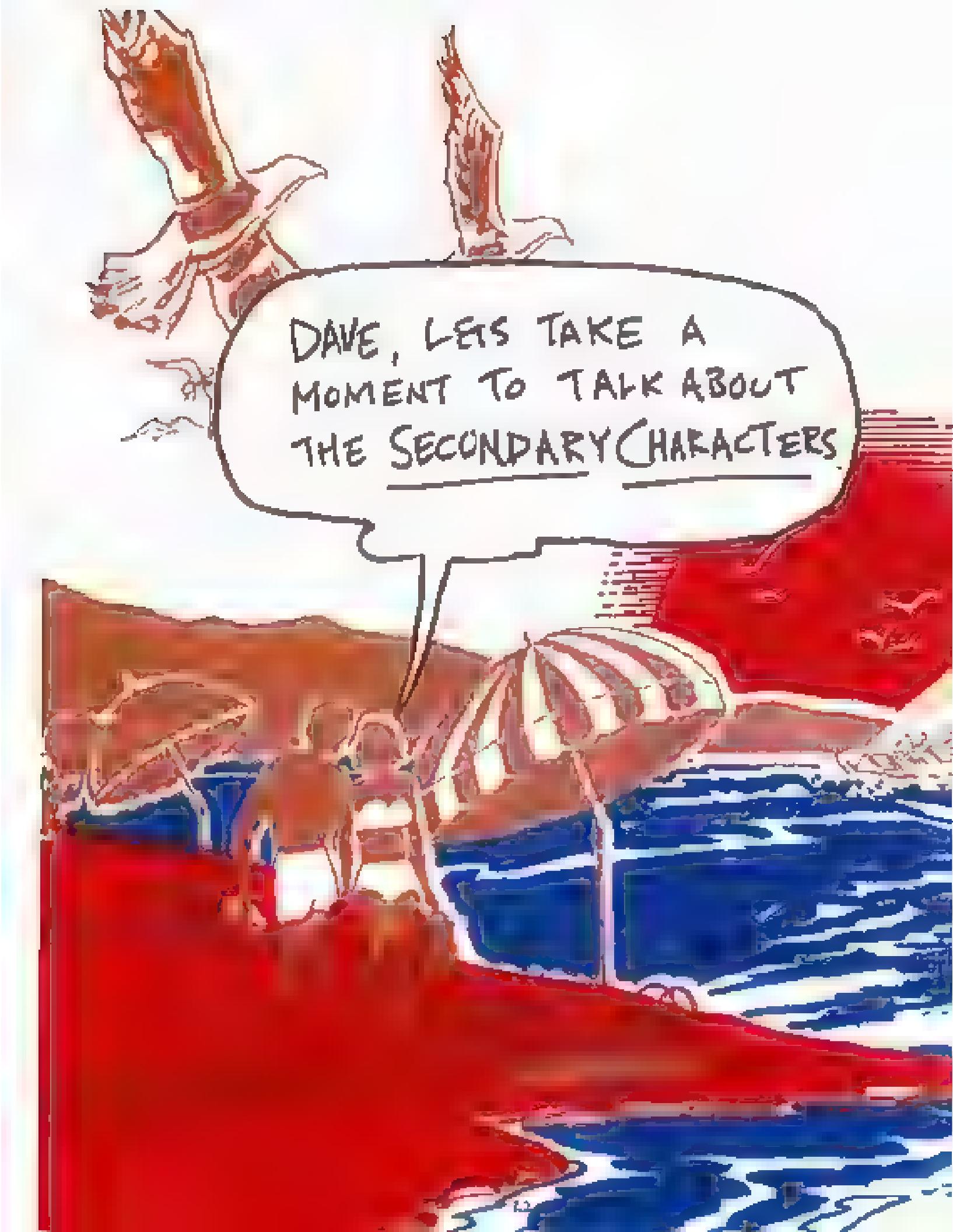


This is the Crusty Crab, a local fast food joint serving up the popular fare of barnacle burgers, coral fries and salty shakes. Once you walk in the door you'll be treated to the friendliest customer service this side of the continental shelf, that is if Sponge Boy happens to be working that day which is most likely the case because he hardly ever takes a day off. Never have the words, "My pleasure to serve you" been taken to such extremes. Enjoy your lunch!



'The Krusty Krab' home of the 'Barnacle Burger.'





DAVE, LET'S TAKE A  
MOMENT TO TALK ABOUT  
THE SECONDARY CHARACTERS

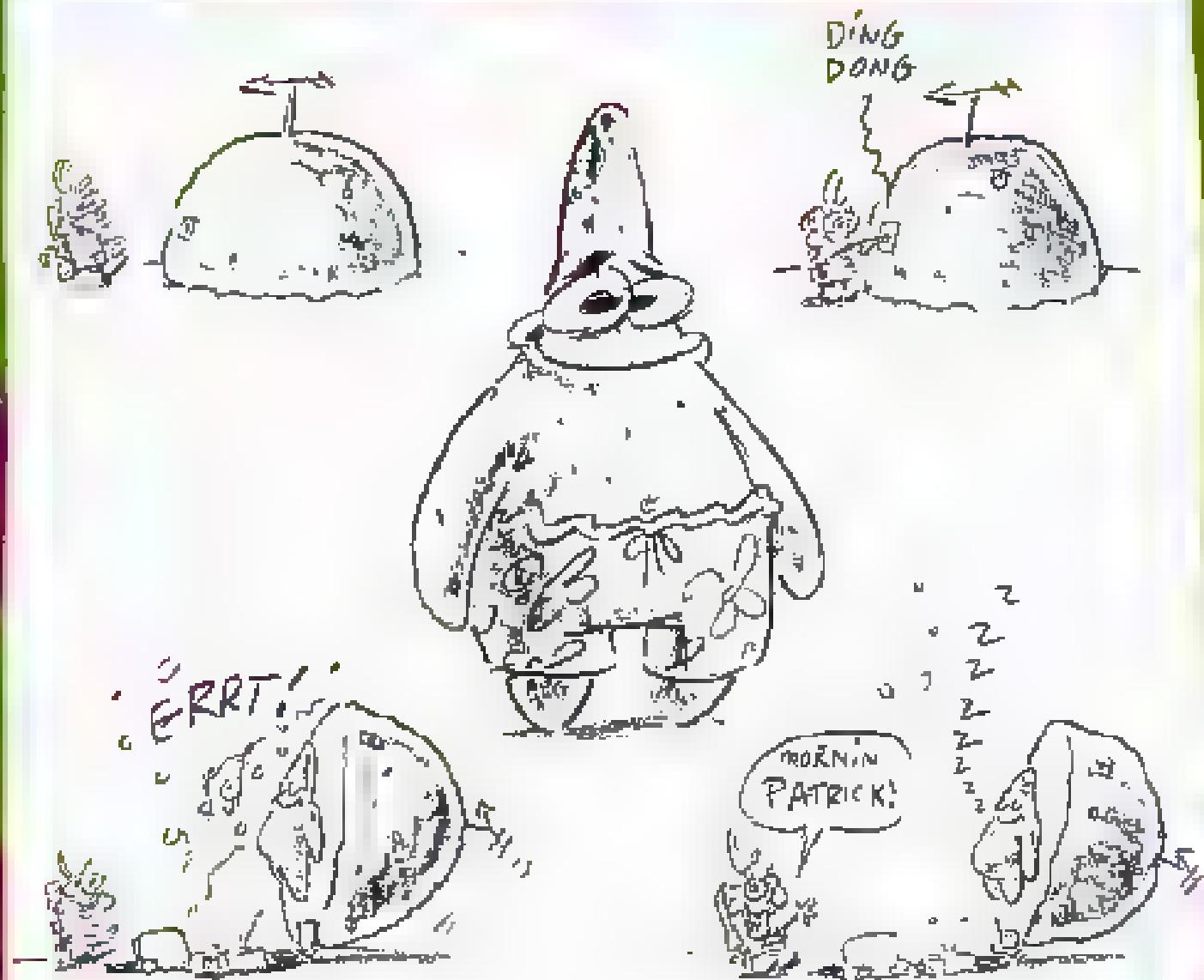




## SQUIDWARD TENTACLES

Embittered waiter at The Crusty Crab. Would rather be playing the Oboe with the Bikini Bottom Philharmonic. What's stopping him? He's just awful. Nevertheless he's a whiny, gloof, stuck in the mud octopus who thinks he's too good for this greasy trident. Squidward is the kind of guy who subscribes to Martha Stewart Living, conducts along with his favorite Beethoven recordings, and has his tentacles manicured every Thursday. Squidward loves his seashell. The Crusty Crab annoys him. The customers annoy him. The boss annoys him. The vinyl seats annoy him. But most of all, Sponge Boy annoys him. If it weren't for the fact that Sponge Boy is the only one who appreciates his oboe playing, Squidward would have nothing to do with him. Sponge Boy, on the other hand, thinks he and Squidward are the lunch shift dream team--the stuff deep fried legends are made of! Squidward and Sponge Boy are often thrown together in situations--camping trips, wayward pizza deliveries, oboe/ukulele jam sessions--where invariably Sponge Boy drives the snooty octopus crazy.





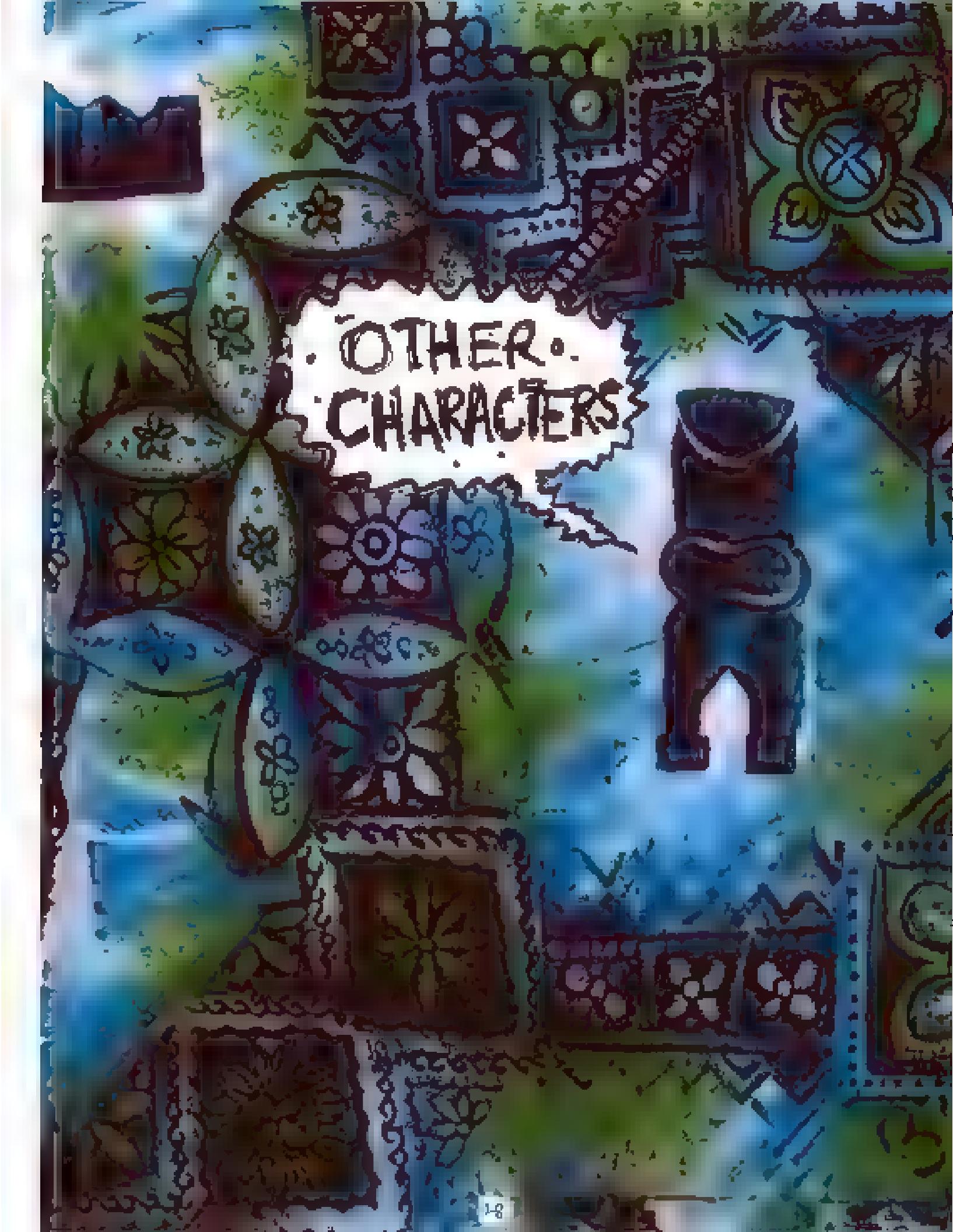
## PATRICK STAR

Sponge Boy's best friend. Part sloth and part dude. Spends a lot of time clinging to the bottom of his rented rock. Hobbies include sleeping and lying dormant. He doesn't work and makes us wonder how he even feeds himself. Patrick's big ambition in life is, "uh...uh...I forget." The starfish also forgets to stay out of the sun sometimes and ends up dehydrated, prostrate, rigid, like a gift shop curio. He totally dozes Sponge Boy and hangs on his every word. When Sponge Boy recounts how he got to clean the grease traps at the Crusty Crab, Patrick is in awe. The two of them can get into a lot of trouble together. Patrick acts as the gas to Sponge Boy's fire increasing the potential for catastrophe for everyone around them, including Patrick. But whatever happens, Patrick always remains a loyal friend.

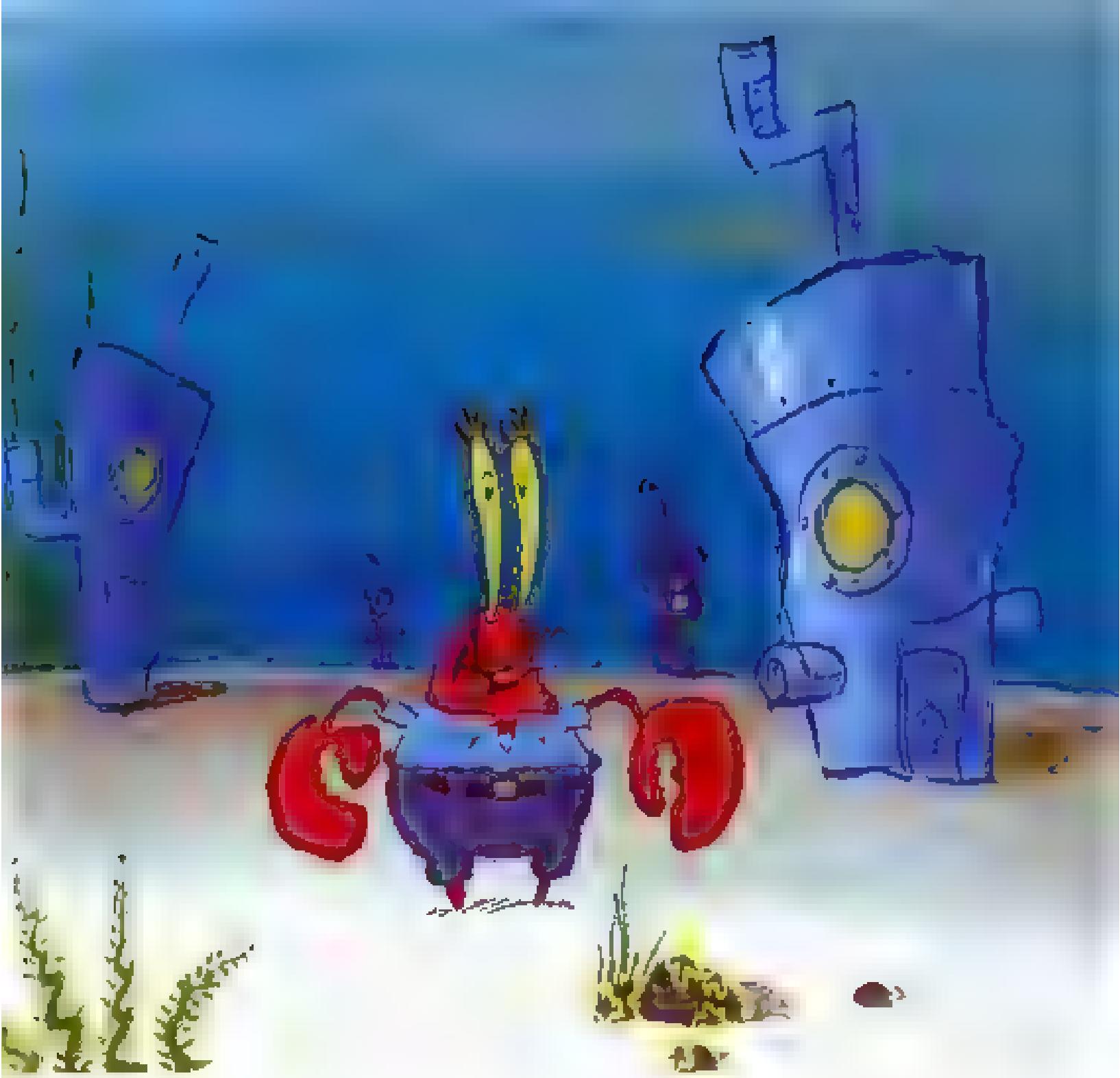


## SANDY CHEEKS THE SURFER SQUIRREL

Get up. Drink three protein acorn shakes, run twenty laps within the perimeter of a pressurized dome then dive into a rubber suit with helmet and oxygen and leap out of an air lock. Sound like an astronaut? Not—it's Sandy Cheeks the surfer squirrel, greasing the day! Sandy is a thin, seeking action girl. She is constantly attempting some death defying stunt and, having done just about everything imaginable above the ocean, she decided to attempt the ultimate challenge underneath it. She is Bikini Bottom's only resident rodent and the apple of Sponge Boy's eye. She's the only one who can provide a good reason for him not to go into the Crusty Crab on his day off. Sandy looks at him as a sort of soul buddy and usually calls the shots when they go out. Sponge Boy finds himself agreeing to the most ridiculous and impossible physical challenges just to be next to her. Their "dates" are not the usual dinner and a movie fare—standard attire includes a crash helmet and a parashute—and they most often end not with a kiss, but with both of them in traction.



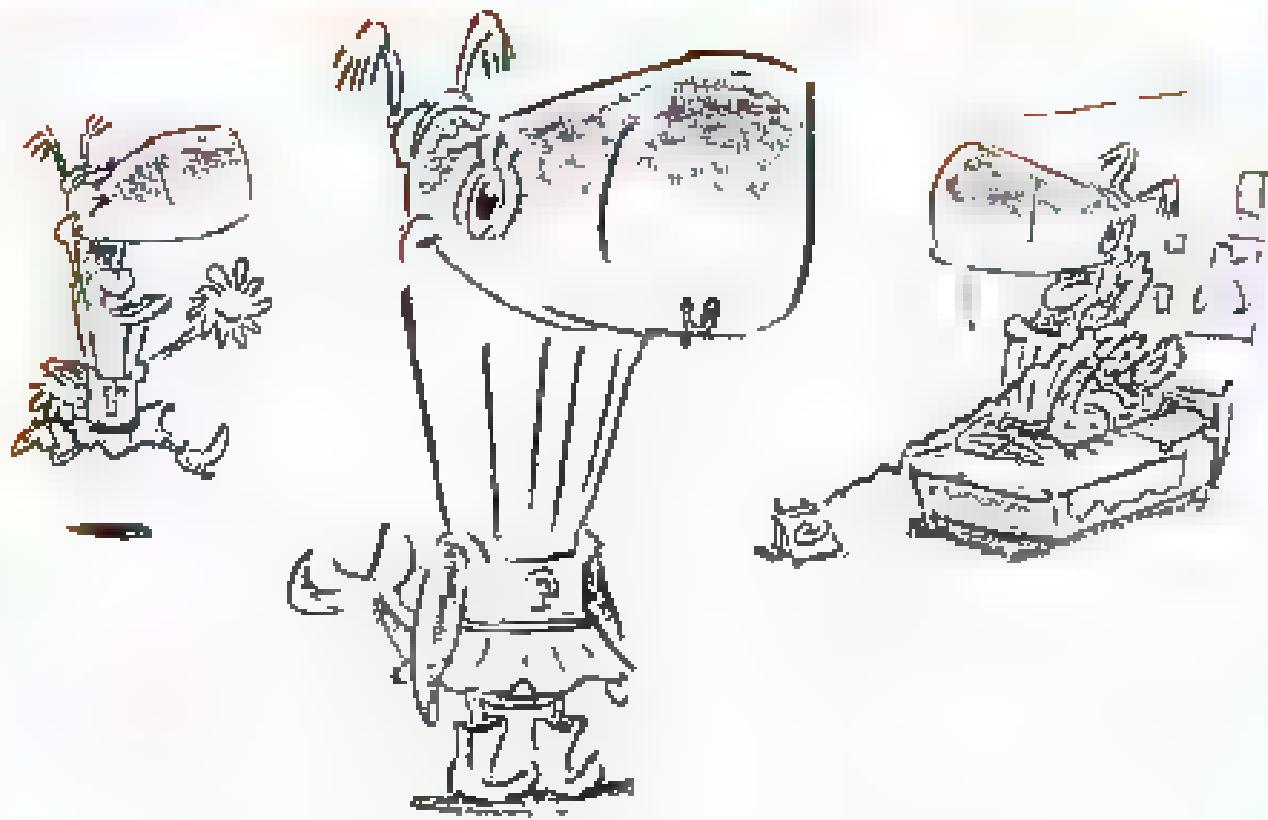
## OTHER. CHARACTERS





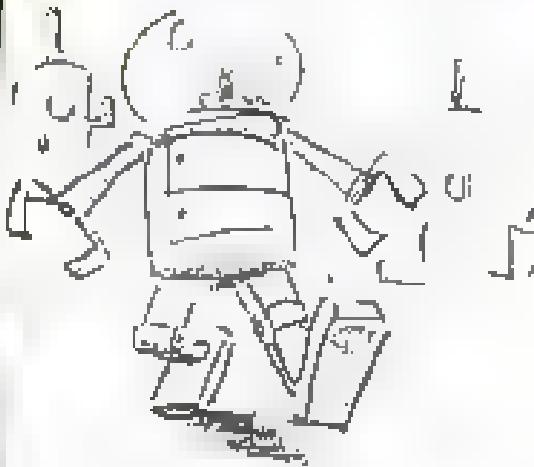
## MR. CRABS

Sponge Boy's boss and greedy owner of The Crusty Crab. Bent on making money, hates spending it. Can usually be found in the restroom counting the day's catch. Dreams of a large Crusty Crab franchise extending beyond the Bikini Bottom city limits. Mr. Crabs sees Sponge Boy as the raw materials for the perfect employee--loyal dedicated. I fear if only he can get him to do things right what he doesn't see is that this pursuit is futile. Sponge Boy's spirit cannot be ruled. Crabs is a single parent and the one thing he loves more than money is his daughter, Pearl.



## PEARL THE TEENAGE WHALE

Yes, this is the lovely daughter of Mr. Crabs, literally the largest teenager on the planet. Possessing the biggest brain in Bikini Bottom she is quite probably its most intelligent citizen. Yet she is still immature and her interests are the same as those of an average girl—cheer leading, the mail, boys, boys boys, and the rebellious music of her generation. She's good in math so naturally her father tries to interest her in the exciting life of restauran' book keeping. "I'm so sure, Daddy." Pearl is more interested in fads than counting french fries.



AT A SIZE!



## PLANKTON

Owner of Plankton's Chum Bucket, and chief rival of Mr. Krabs, Plankton is a textbook case of the Napoleon complex which is unusual because he is the size of a bug compared to the Bikini Bottom residents. He talks like Gregory Peck and with perfect diction and is frequently stepped on by the mermaids' shoe. No one ever goes to his restaurant. A schemer and a plotting little speck. Plankton recently tries to put Crabs out of business and is cooking recipes. But he goes to eat at the Crusty Crab for lunch. He mistakenly perceives Sponge Bob as the main ingredient in Mr. Krabs' formula for success and is forever trying to lure the loyal employee away from his Crusty duties. Plankton is a jerk.





BARNACLE BILL



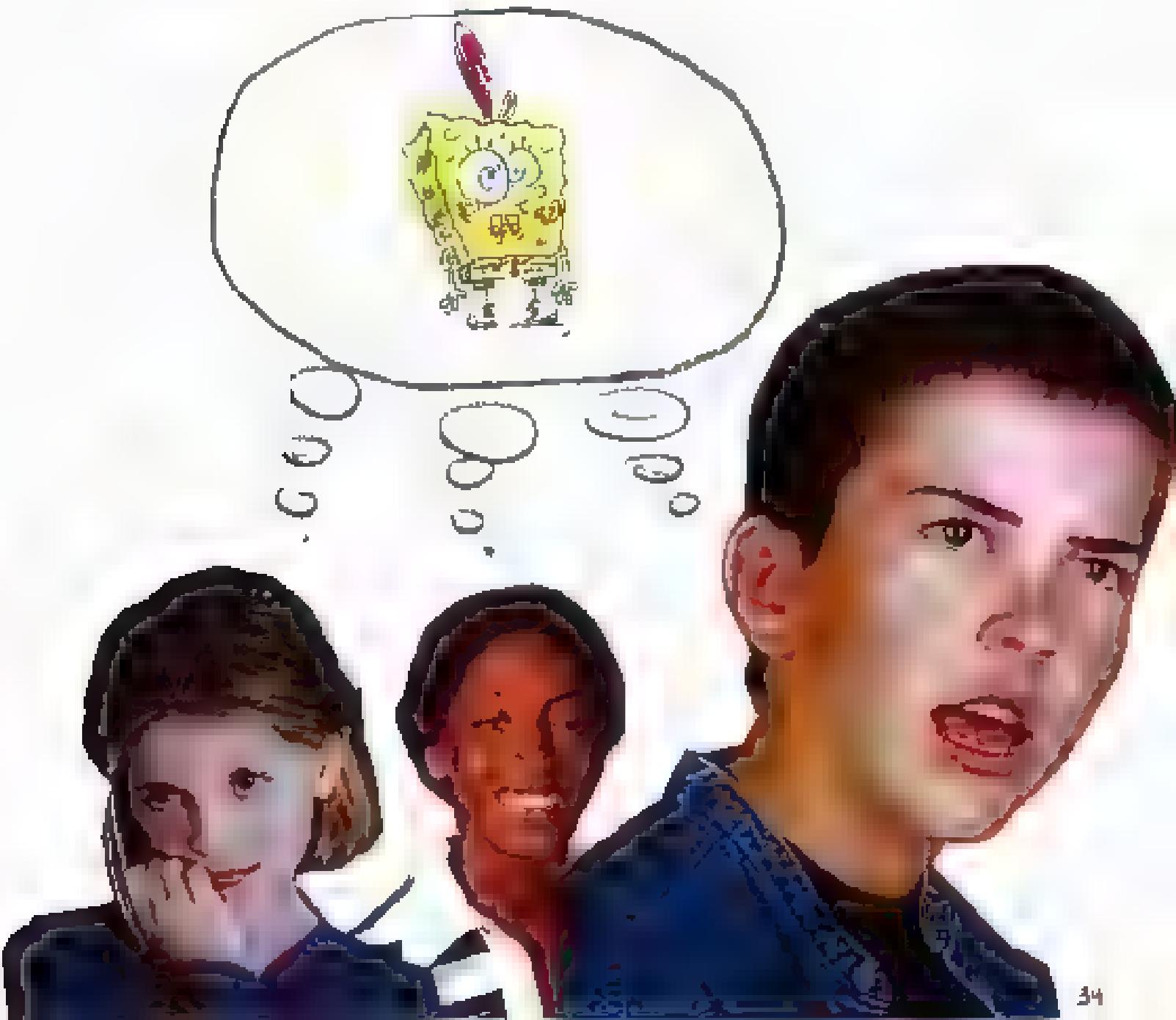
MERMAID MAN

Barnacle Bill is the saltiest sea dog ever to have manned a windlass. Usually he breathes sea water with no discomfort with the exception of his head. Bill's body is made entirely of wood due to some unfortunate maritime mishap the nature of which becomes more fantastic with every telling. When ever he's in a fix Bill whips out a box of bran and chokes it down. He also smokes a bubble pipe and has a woodpecker named Conch perched on his shoulder.

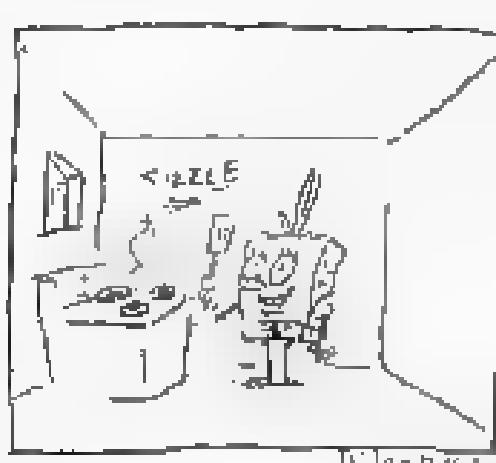
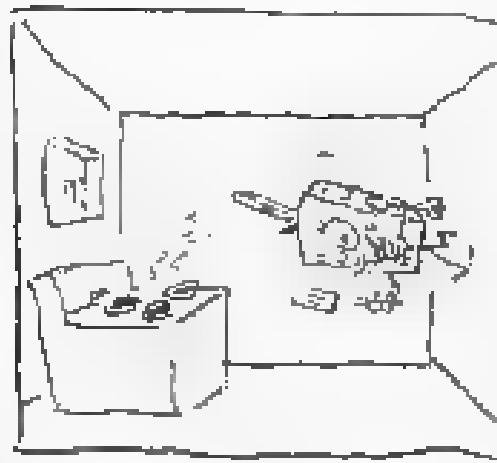
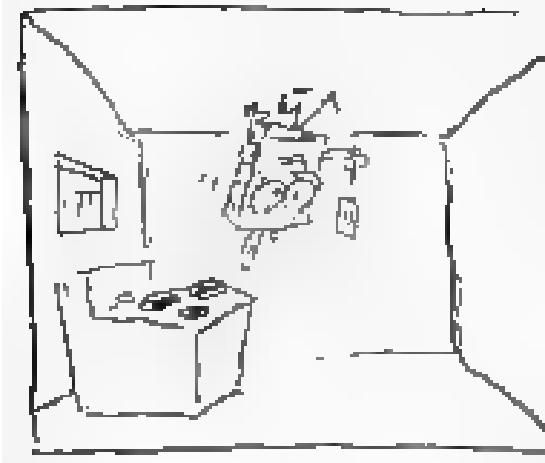
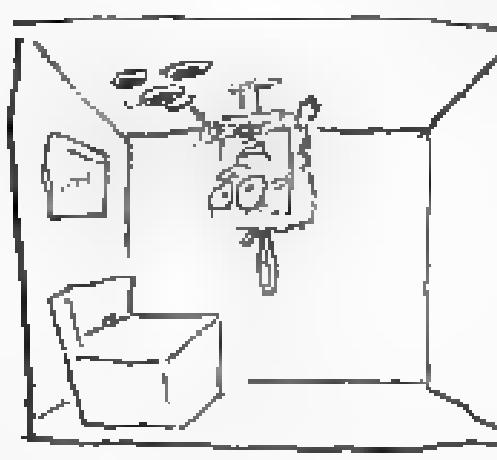
Mr. Mad Man is a retired super hero of the deep still living in the nineteenth fifties. In he was decked out to the Wel. At present I wears his uniform with the exception of his goggles. Mermaid man is a bit daft probably due to the ailing I'm packing in the TV dinners which make up his diet. A relic of the past, he often forgets that his glory days are over and that things have changed. In he swam the deep as a feared captain of vehicle equipment outdated and the animals he formally summoned are as such now have odds or better things to do. Neither Bill nor Mermy have a keen grasp of reality.

## THE VIEW FROM THE FLAG SHIP

And what will the ads and business say to us this month? Why they'll be a kid's cartoon, perhaps even a superhero! But I think kids appreciate we are an underdog, especially one who is trying to compete and is failures and has who is so creative, so open, full and spontaneous! But he becomes a challenge. Kids are faced with similar challenges every day. And we're here to help. Sponge boy will speak to them. Sponge Boy is an unwitting anarchist. His creative spirit, original thought, and incurable optimism make him a stand out, a renegade and a hero. None of course, we do not know (he is unique). We know that in terms of narrative, entropy must give way to harmony eventually and that. But not before a transcendence occurs. For Sponge Boy transcends his world by affecting it. And viewing things through sponge eyes, we see that world is interesting, becoming now, ridiculous, funny [in fact we do want to be like Sponge Boy] He likes himself and that bright optimism and teaches her to create his own happiness the way he does. And because it's the way he does things in the world, which is in the manner of the sponge boy!



# Wrong Story 2

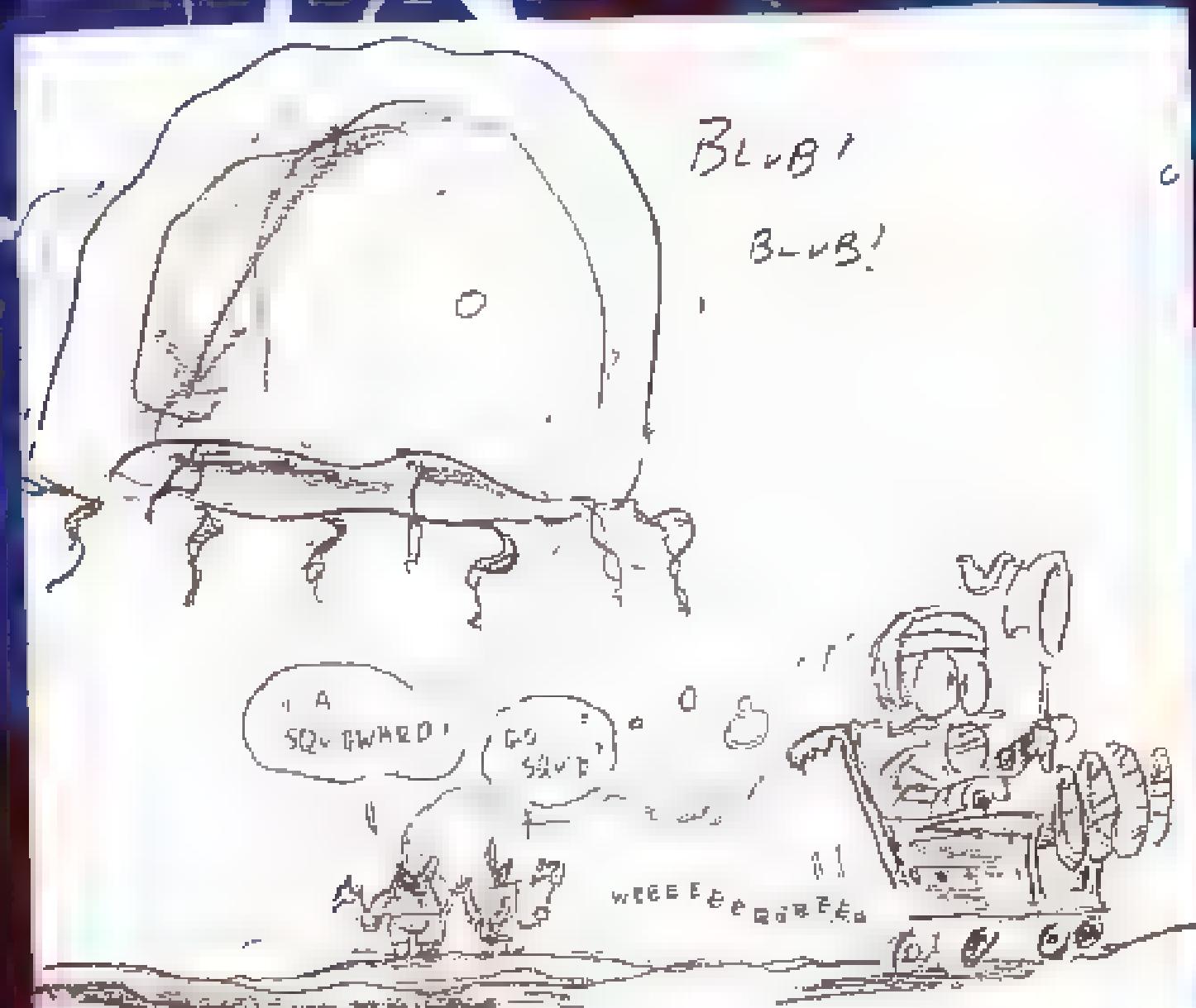


# STORY IDEAS FOR A PILOT

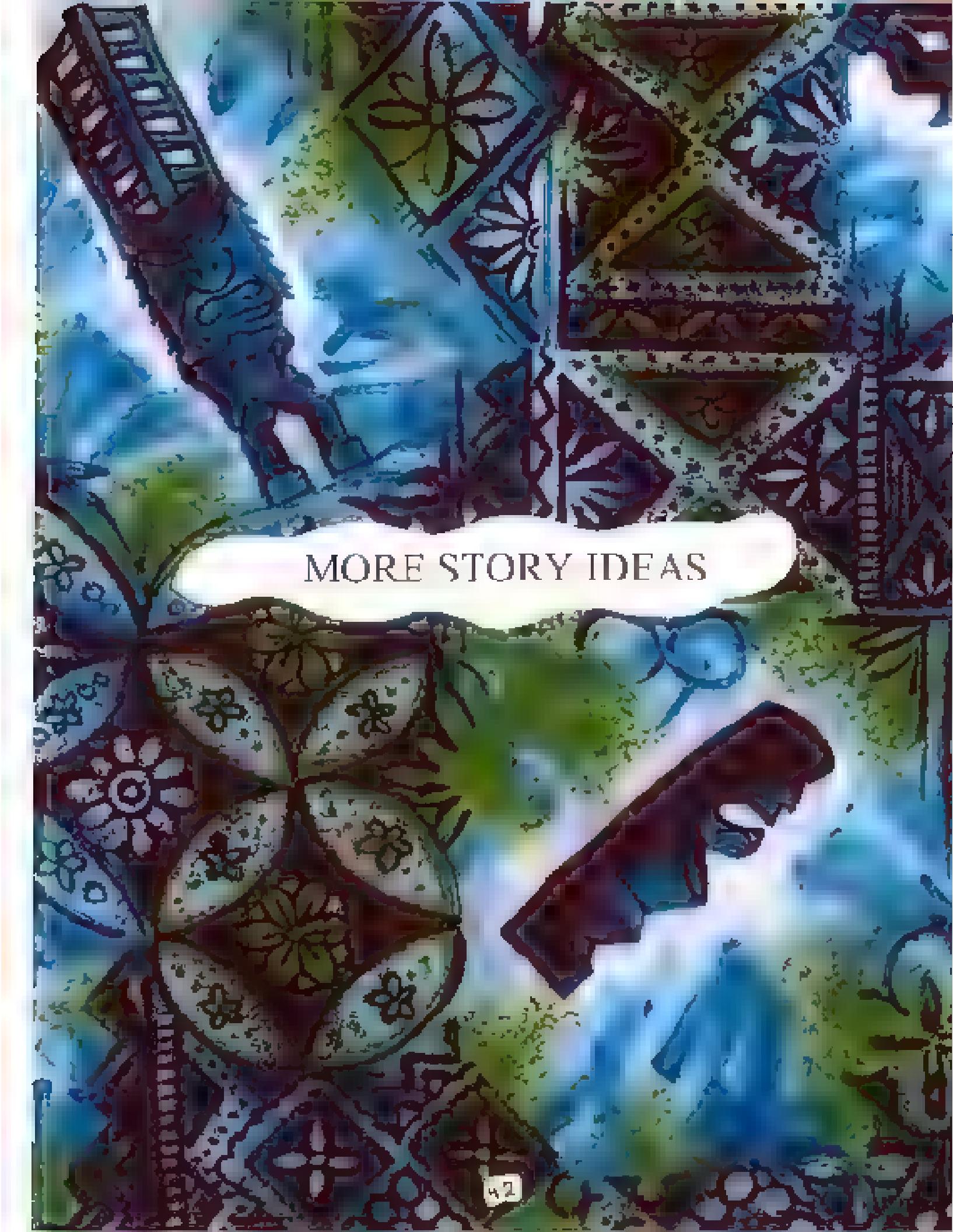


ELLY FISHING  
Sponge Key Story Pictures  
H. J. Heinz Company

ELLY FISH, INC  
Sponge Boy Story Premise  
by J.H. Lenburg



REEF FLOWERS  
Sponge Bay Princess  
Hilf H. Fleischberg



MORE STORY IDEAS

## MUSSEL BEACH Sponge Boy Story Presents

The Squeaky Boots  
Sponge Boy Premise  
H.I.H.Jenning

Mr. Krabs buys his daughter a pair of rubber fisherman's boots on sale for her birthday. He presents them by saying how he really wanted to get her something special. It's a dorky gift and she refuses to wear them, demanding something better and far more expensive. This irks Krabs because, since the boots were on sale, they cannot be returned for a refund. Now he's out more money than he ever bargained for. What can he do to recoup his loss? He hits upon the idea of presenting them to Sponge Boy in lieu of the dad's weekly pay check. The crafty Krabs offers Sponge the boots in such a heartfelt manner—saying how he really wanted to get him something special—that Sponge is overwhelmed with emotion. He not only accepts them but looks upon them with reverence. Krabs is delighted with himself and at the he way tricked the little sponge. But all is not as it first appears. Sponge Boy absolutely loves these boots. He stomps about in them everywhere—through puddles, up walls, on ceilings. They are totally fun, and he believes Krabs must truly think the world of him to get him such a great gift. Meanwhile, the boots themselves make a funny squeaking sound when ever Sponge Boy walks in them. You can hear him coming for miles off. And now that Sponge Boy thinks he and Krabs are kindred spirits, he spends a lot of time following the Krusty pirate around squeaking all the while. This is beginning to drive Krabs crazy. That noise! It's getting on his nerves. Pretty soon Krabs bears squeaking even when Sponge Boy is talking, or otherwise not moving. Like in the "The Tell-tale Heart," Krabs's guilt is manifesting itself in a squeaky nightmare. In the end, Krabs begs for Sponge Boy to give him the boots back. He ends up paying an exorbitant fee for them, at least enough for Sponge Boy to go out and buy himself a brand new pair.

**BUBBLES**  
*Sponge Boy Story Premium*  
Hill/Hillesburg

## Employee of the Month Sponge Bay Story Promise

“Well, better luck next time, pal.”

"We'll better work next time, pal.



# WELCOME TO THE CHUN BUCKET

(KITCHEN)

(YOU ARE  
BEING WATCHED)

## EVEN MORE STORY IDEAS

Envious of Sponge Boy and Squidward's uniforms, Patrick tries to get a job at the Krusty Krab. But Krabs tells him that there aren't any openings right now for a guy with his qualifications. Patrick feels bad about this. He wanted to be a part of the Krusty team and wear the Krusty garb with pride. This scene is witnessed by the prying periscope of Plankton, always on the look-out to improve the chances of his own restaurant, "The Chum Bucket." Plankton offers Patrick a job at his place, promising a brilliant future in fast food, and an even better uniform. Secretly, Plankton plans to use Patrick as a way of getting information about the Krusty Krab's secret burger ingredient. Aware of Patrick's friendship with Sponge Boy and Squidward, the evil Plankton figures to simply plant himself in the star fish's Chum Bucket hat and reconnoiter to his heart's content. But the suspicious Krabs counter moves and forbids his employee to speak to Patrick even outside of work. Sponge Boy and Patrick's friendship is threatened by the rivalry between their bosses, and the friendship eventually prevails.

Krabs gets a marketing brain storm and turns the Krusty Krab into a mobile restaurant ship-like vessel, complete with cannons that fire barnacle burgers. Sponge Boy, Squidward and Patrick come along for the ride as Krabs pilots the thing all around town and eventually cross country, advertising those famous Krusty meals wherever they go. The crew encounter many challenges on their road trip, but none more daunting than Plankton's own marketing engine--a fearsome "Chum Bucket" submarine with Plankton himself at the helm. Plankton is out to sink the Krusty Mobile and the whole Krusty campaign. A sea battle ensues with both vessels sustaining heavy damage from the food cannons. In the end, Plankton surrenders, having run out of chum.



Sponge Bob loses his name tag, the most cherished part of his "rusty crust" uniform. He and Patrick wear his name tags until looking for it. Patrick keeps insisting he saw the same tag somewhere. Sponge Bob finally gets into work, but he feels naked without his name tag. To add insult to injury a customer says to him "Hey you, what's your name, got any napkins?" Sponge Bob runs home so humiliated that he plans to leave town. As he's walking out the pineapple house Patrick suddenly sees the name tag! On Sponge Bob. He had his shirt on backwards the whole time.

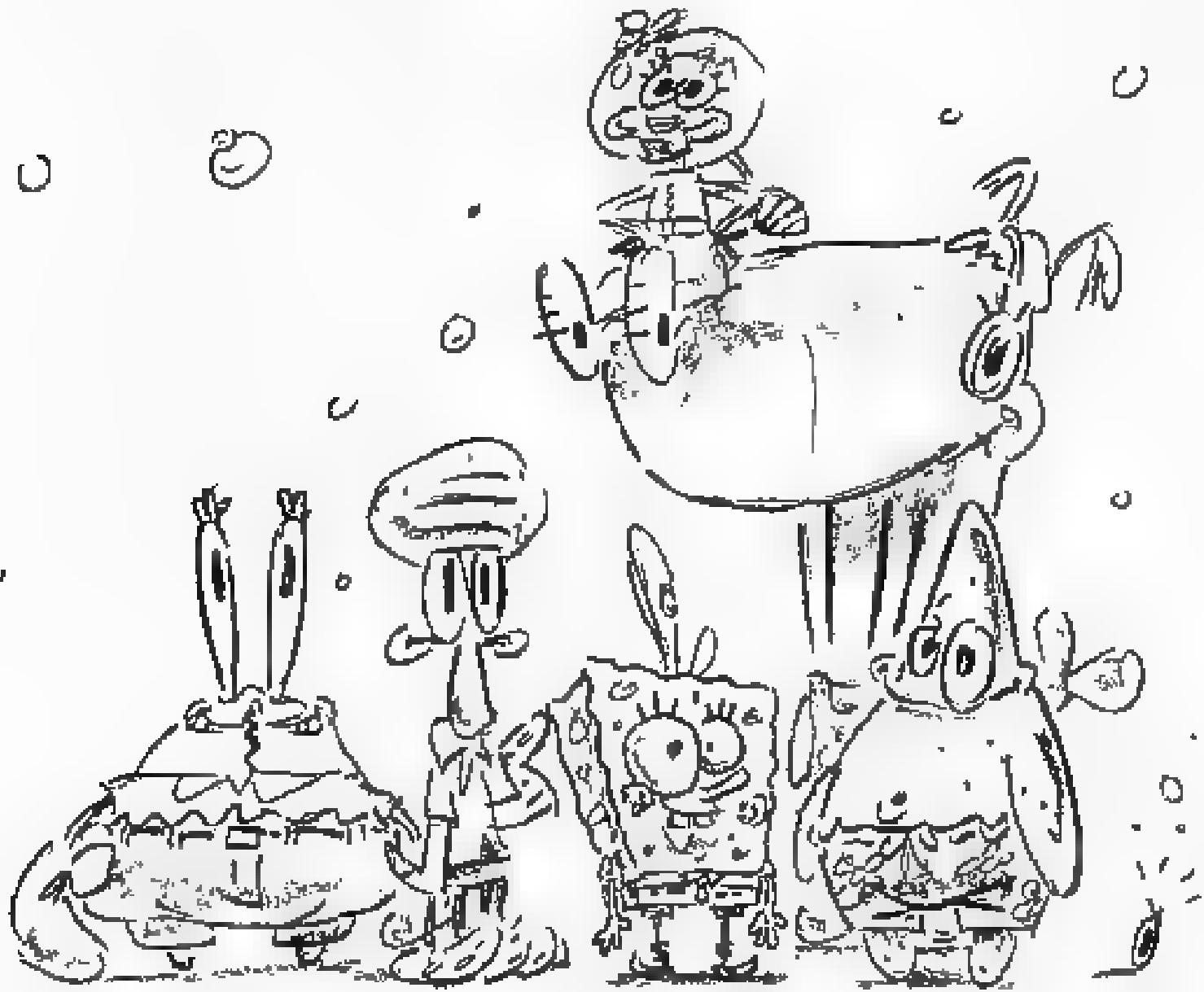
Mr. Crabs takes Sponge Bob, after taking the four am shift at the Crusty Crab, to handle the Crusty challenge he accepted. The night he sets his alarm for three but he's so excited that he can't sleep. He tries everything from taping his eyes shut to counting sea turtles, but nothing works. Suddenly he is struck with divine inspiration: he'll have off sleep, get to work early and implement his plan of returning a burning late night business to the Crusty Crab. We see a montage of Sponge Bob setting up a storm at a jammed packed Crusty Crab. Mr. Crabs is dancing to the chugging sound of an unworked cash register. He dances to Sponge Bob singing away in his bed having never left. His late night triumph was all a dream.

It's a rainy day in Bikini Bottom and business is slow at the Crusty Crab. Mr. Crabs goes home leaving Sponge Bob and Squidward in charge, reminding them to restock the fridge with tuna under and squid to drink. While Squidward is in the bathroom washing his hands, Sponge Bob finds the fridge but he can't help having a salty taste for himself. Being such a one-track mind he's at the end pretty much like a true sponge. Sponge Bob then sees Squidward. Squidward returns and to his amazement, Sponge Bob is floating around the restaurant, weak as all light fixtures and rippling down panels. Squidward finally has his leg to the cash register just as Mr. Crabs is coming in with his daughter—he's taking her to lunch. Now Squidward and Sponge Bob try to help Sponge Bob's hangover problem while setting up barbecue burgers.

A wayward Crusty delivery becomes a quest for survival when Sponge Bob's stale pizza and a very disgruntled Squidward become stranded in the middle of the "in-between town." With only their wits to guide them and no supplies, Sponge Bob (who ate the pizza) the two battle the elements. As Squidward becomes their fate and finds out for the civilized world, Sponge Bob's mom can't stand getting the customer his Crusty pie.

# WHY 'SPONGE BOY'?

Sponge Boy is the show that refreshes! It's a Hawaiian holiday, an escape to a watery wonderland with a tiki twist. Here, our audience will be treated to the comic trials and tribulations of the ocean floor's favorite sponge. They will see our hero as an undersea underdog, implacably good-natured, big hearted, but a little short on ballast. He lives in a world which mirror's our own, only there's sand everywhere and most of the characters go good with tartar sauce. It's a tropical fantasy, it's maritime madness! It's Don Ho's tackiest shirt! It's Sponge Boy!





Animator, Stephen Hillenburg is currently the creative director of Nickelodeon's hit animated series, 'Rocko's Modern Life.' He is also the author of the award winning independent films, "The Green Beret," and 'Wormholes' as well as co-creator of the "Frozen Walt Doll." He is shown above wearing a pair of sponge glasses of his own design.



C. H. M. 1969.





Granulation

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